



## NEWS RELEASE

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### **COLORFRONT DEMOS "THE FUTURE OF THE SCOPE" AS PART OF AFFORDABLE NEW UHD HDR PORTFOLIO AT IBC 2017**

**IBC 2017, Amsterdam, Sept 15, 2017** – Colorfront ([www.colorfront.com](http://www.colorfront.com)), the Academy and Emmy Award-winning developer of high-performance, on-set dailies and transcoding systems for motion pictures, broadcast, OTT and commercials, is showcasing an expanded portfolio of affordable UHD HDR products at IBC 2017, Amsterdam. The brand new **Colorfront HDR Image Analyzer** joins **Colorfront QC Player** as the latest addition to a new generation of cost-competitive products aimed at post production and studio facilities needing to execute vital quality control and mastering tasks on Ultra High Definition (UHD), High Dynamic Range (HDR), Wide Color Gamut (WCG) content.

*"More and more companies worldwide are retooling for 4K/UHD HDR mastering, but they rapidly discover the existing crop of hardware-based video monitoring/analysis solutions can be painfully expensive – with the bill racking up to multiple ten of thousands of dollars,"* said **Aron Jaszberenyi**, managing director of Colorfront. *"Consequently, there's a lot of interest in Colorfront's new solutions and, prior to launch, Colorfront HDR Image Analyzer has already been called 'the future of the scope'. Combined with Colorfront QC Player, users have a new generation of highly-affordable solutions delivering fast, broad and robust toolsets for essential image analysis and QC-verification tasks on UHD/HDR/WCG content."*

Colorfront HDR Image Analyzer and Colorfront QC Player and are both powered by the **2017 HPA Engineering Excellence Award winning Colorfront Engine™** to ensure color and metadata fidelity, and both harness powerful monitoring, analysis and validation tools that feature in Colorfront's flagship Transkoder.

**Colorfront HDR Image Analyzer** packages together waveform, histogram, vectorscope, split-screen, color gamut, nit light level and audio level metering, and error logging and supports the very latest HDR standards – including HLG (Hybrid Log-Gamma), PQ (Perceptual Quantizer) and Rec.2020 on 4K/UHD content.

**Colorfront QC Player** supports playback of JPEG 2000 content, including DCPs (2K/4K, encrypted, with subtitles) and IMF packages, such as lossless/high-bit-rate UHD Dolby Vision mezzanine masters with an IMSC1 subtitles, HDR 10plus dynamic metadata and integrated Dolby Vision remapping and external Dolby CMU control.



It also delivers real-time support for all major RAW UHD HDR formats from the latest digital cinematography cameras. These include: Alexa ARRIRAW – both MXF-wrapped and .ARI files; Panasonic VariCam 4K VRAW and Panasonic AVC-Intra; Sony F55/F65 RAW, XAVC and Sony Venice X-OCN; Blackmagic DNG; Canon C200 RAW; RED R3D; Apple ProRes; plus 10/12/16-bit DPX and 16-bit TIF and Open EXR sequences from VFX or scanned content.

For essential UHD HDR image analysis tasks, QC Player also includes waveform, vectorscope, histogram, split-screen, color gamut and nit light-level metering tools. It features framing guide overlays for title/text/logos/graphics safe areas, plus image reframing and burn-in/watermarking tools. QC Player also comes with audio tools supporting embedded audio, WAV files and up to 24-channel audio output.

**Colorfront HDR Image Analyzer** runs on a convenient 1RU form factor Supermicro server and leverages the cutting-edge GPU performance of the very latest NVidia Quadro P4000 graphics cards for monitoring, with AJA's Kona 4 HD-SDI I/O card supporting real-time input up to 4K/UHD.

**Colorfront QC Player** runs on Supermicro and HP Z840 workstations, leveraging GeForce 1080Ti or NVidia Titan-XP graphics cards for monitoring purposes, with AJA's Kona 4 I/O card supporting realtime output up to 4K at 60fps.

**Prices & Shipping:**

Colorfront QC Player is shipping now and is priced at USD \$10,000, with an annual rental option of USD \$5,000, both including support/updates and an upgrade path to the full Colorfront Transcoder license. Colorfront HDR Image Analyzer is set to ship later this year.

During IBC 2017, Colorfront systems will be shown at the following partner booths:

**AJA 7.F11, Dolby 2.A11 and Sony 13.A10**, as well as in scheduled demonstrations at The Okura Hotel, in Amsterdam.

**About Colorfront:** Colorfront is headquartered in Budapest, Hungary, with offices in Los Angeles, plus sales partners worldwide. The company's popular, award-winning on-set dailies and transcoding systems are utilized by small, medium and large companies alike, to process and deliver media for Hollywood blockbusters, high-end episodic TV and OTT internet entertainment. The firm was founded in 2000 by Mark and Aron Jaszberenyi, who were instrumental in the advent of non-linear DI color grading. Combining in-depth expertise in image color science with a pedigree in cutting-edge software development, the company's R&D team earned an Academy Award in 2010 for Lustre, Autodesk's DI grading system, and a Primetime Engineering Emmy in 2012 for Colorfront On-Set Dailies. Colorfront has since become renowned for the innovation, excellence and performance of its camera-to-post products, which include On-Set Dailies, Express Dailies and Transcoder. The company has leveraged its technology to successfully offer Colorfront Cloud Services, and also owns and operates a state-of-the-art DI and post-production facility, of the same name, in Budapest. [www.colorfront.com](http://www.colorfront.com).